

The 2nd-Party Data Opportunity

Generate incremental value inside a privacy-safe and secure environment.



As an evolution to its leading Identity Resolution capabilities, LiveRamp enables brands to build commercial advantages by leveraging their 1st-party data through strategic partnerships.



Benefit from high-quality 1st-party data of your selected partners in a highly permissioned, people-based, secure environment. Partners do not need to have a relationship with LiveRamp to participate.



Your 1st-Party Data



Partner's 1st-Party Data

Overlaps for Partnership Evaluation

Compare CRMs to evaluate whether two brands should engage in a partnership.

Overlaps for Measurement

Tie in-store transaction data from a retailer to online log files from a vendor to perform basic measurement.

Customer Acquisition

Share anonymized customer lists for net new customer acquisition OR suppress matched records.

Audience Augmentation

Augment a current customer list CRM list with data from a brand partner (only on matched segments).

Enable People-Based Targeting Across Publishers

Match customer CRM data to a publisher for people-based targeting.

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Restrictions and Permissions

Your customers are also customers of other businesses but you don't know which ones. As unlikely as you may be to share your valuable data with other businesses, they may also be unlikely to share it with you. There is a tremendous opportunity to unlock incremental value through access and activation of partners' first-party data audiences.



LiveRamp's audience combination tool provides a safe-haven environment to upload and make accessible your 1st-party data with select partners through restricted permission controls. You determine the inputs and control the output so you can be confident that your data is secure.

Permissions



Client may permission or whitelist certain partners, enabling those partners to send resolved partner data to client for use in connection with partners' authorized applications, and receive resolved client data to the partner's account for use as authorized by client.

Restrictions



Client may restrict or blacklist companies it does not want to access its IdentityLinks. Client may blacklist companies, potential and/or existing partners at any time. Blacklisting a company will ensure data shared with a whitelisted partner will never be made available to a blacklisted company within the platform.

Restricted Destinations



Client is able to restrict any third-party platform or destination that client does not wish LiveRamp to utilize as a distribution channel for its data.

Revocation of Access



Client may revoke access to client IdentityLinks granted to a partner at any time. When client revokes partner access to client IdentityLinks and any data previously shared with the partner, its account will be deleted and removed from the partner account and from any custom audiences created by partner using the client IdentityLinks.